



Position Title:	Manager, Digital Fundraising Marketing				
Department:	Development				
Reports To:	VP, Development				
Direct Reports:	NA				
Location:	New York/Hybrid				
Job Grade:					
Funding Source:	Unrestricted	Full or Part-time:	Full-Time	Exempt or Non-exempt:	Exempt

Manager, Digital Fundraising Marketing

Location: New York, NY

We believe in a world in which every human life is valued, and health and human dignity are shared by all. We believe that access to quality healthcare is a basic human right. For more than 100 years, we have worked with global partners to deliver locally sustainable, quality healthcare solutions to women, children and their communities.

We believe in people.

We strive to live out our core values of [collaboration](#), [love](#), [excellence](#) and [respect](#) every day. We provide our employees with a competitive salary and benefits package, with meaningful work and opportunities to learn and grow. We especially encourage all people of diverse backgrounds to apply.

Overview

You are an integral part of the CMMB team and will be responsible for leading strategy, research, creation, testing, execution, and analysis of all digital fundraising marketing activities, including considering brand alignment, industry trends and integration with other online and offline channels. The revenue goal for FY23 is \$3 million with growth projections going forward. This role is pivotal in planning, implementing, and measuring CMMB’s digital fundraising marketing activities, including email, website, and digital advertising. Key responsibilities in this role includes developing and implementing CMMB’s digital marketing calendar of campaigns, including email management, SEO, digital ads, and other engagement activities for all online audiences, including segmentation, and managing data in systems. You’re detailed in your approach, with a constant eye on quality, proofreading, analysis, and learning. The Digital Fundraising Marketing Manager reports to the Director, Direct Response Marketing.

Responsibilities

Strategy & Execution

- Develop, implement, and lead a multi-channel strategy for the highest impact on brand awareness and revenue growth. This strategy will grow digital engagement and fundraising through email, social media, website, SEM, and display channels. The individual will measure KPIs to prove success and test new channels to help achieve organization goals.
- In collaboration with other departments, provide strategic direction to populate the digital marketing calendar with purposeful digital executions. Ensure a cohesive process that helps set priorities, defines project scope,



manages creation of deliverables, adherence to approval processes and timelines, and measures performance.

- In line with organizational priorities, develop annual strategic marketing plans and budgets to ensure sound fiscal management and achieve revenue targets, in close collaboration with the Director of Direct Marketing.
- Build a donor base with long-term value through acquisition, renewal and a strong ail focus on significantly growing and stewarding the sustainer program.
- Manage digital marketing vendor/s to help achieve organizational marketing goals.
- In collaboration with the communications team, establish a strategy and achievable goals to increase engagement through SEO and SEM.



Market Research & Data Analysis

- Monitor non-profit and for-profit sectors as well as provide ideas and methods for differentiation and innovation.
- Analyze results in real-time to produce actionable insights, forecast future results and make budget adjustments. Report on key performance metrics, ROI and goals.
- Ensure a culture of data quality by following and establishing quality assurance protocols, processes, and documentation for all digital marketing platforms. Stay abreast of software updates and best practices.
- In collaboration with colleagues, perform various types of research, including surveys, interviews, testing, and competitive analysis.
- Advance focused segmentation strategies across all digital channels for donor acquisition, retention, including the growth of the sustainer program and overall experience.

Email

- Execute all email campaigns, leveraging advanced functions of the eCRM/email system (Luminate Online), to include automations, segmentation, dynamic content, personalization, and A/B testing. Establish a strategy, cadence, and goals to increase engagement with email subscribers, as well as the grow the volume of engaged email subscribers.
- Contribute to the writing, editing, and design of compelling fundraising and cultivation emails with an eye on formatting, proofreading and brand compliance. Responsible for creating and tracking donation forms.
- Create and execute emails for other programs as requested (Volunteer Program, Medical Donation Program, Planned Giving and others).

Digital Advertising

- Oversee production from draft, proofing to final product of all digital ads across platforms like Google, Facebook/Instagram, and other platforms.
- Test new channels to scale performance and find new audiences.
- Guide vendors in executions that will help achieve digital goals through testing, optimization, creativity, data analysis and learning.

Note: These essential functions are not to be construed as a complete statement of all duties performed. Employees will be required to perform other job-related duties as required.

Qualifications and Requirements

Education and Experience

- Bachelors' degree in marketing or a related field. Masters in a related field is preferred.
- 5+ years' experience managing digital fundraising marketing campaigns and activities preferably in the non-profit sector.
- Valid work authorization to work in the United States

Skills and Knowledge

- Ability to think strategically and creatively with solid analytical and research skills.
- Talent for creating compelling content
- Advanced understanding of digital data and analytics, with strong experience using customer relationship management (CRM) systems – experience with Luminate Online is a big plus.
- Excellent interpersonal, organizational and project management skills.



- Demonstrated experience in advertising with Facebook, Google, Twitter, Bing, etc, as well as with Google Analytics, along with a good understanding of how to develop insights from testing and analyzing campaign results.
- Some HTML/CSS knowledge and in using email marketing platforms.
- Strong time management skills and the ability to effectively meet planned and sometimes unplanned deadlines.
- Excellent written and verbal communication skills.
- Proficient in Microsoft Office Suite, Raisers Edge and Luminate a plus

Behavioral Competencies

- Candor and Integrity
- Demonstrate CMMB's core values in action
 - *Collaboration*: To work in partnership for locally sustainable solutions
 - *Love*: To embrace and be compassionate towards all people
 - *Excellence*: To deliver sustainable, quality, and impactful results
 - *Respect*: To act always with integrity, and to value and honor the dignity of all
- Must be comfortable working in a faith-based organization with a strong commitment to equity and inclusion
- Must be vaccinated against COVID-19

CMMB is committed to fair and equitable compensation practices.

The pay range for this role for candidates in New York is \$70,000 - \$95,000. Actual compensation packages are based on several factors that are unique to each candidate, including but not limited to skill set, depth of experience, certifications, and specific work location. This range may be different in other locations.

EEO Statement:

At CMMB, we embrace diversity and demonstrate compassion towards all people—it is one of our core values. We are committed to building a team that represents a variety of backgrounds, perspectives, and skills. CMMB is proud to be an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. CMMB strictly prohibits and does not tolerate discrimination against employees, applicants, or any other covered persons because of race, creed or religion, color, national origin, disability, predisposing genetic characteristics, marital status, sex, gender, gender identity, gender expression, pregnancy, age, sexual orientation, military or veteran status, citizenship, status as a victim of domestic violence, or any other protected classification under applicable federal, state, or local laws. This statement applies to all terms and conditions of employment. CMMB is committed to fostering an inclusive and accessible experience for all job seekers-- If reasonable accommodation is needed, you may contact us at humanresources@cmmb.org.

How to apply

Visit our [careers page](#) for more information. Please click [here](#) to apply.